

**Visioning Advisory Committee (VAC) Minutes  
City of Beaverton  
July 7, 2010**

**Members Present:**

Jennifer Browning	Kevin Hoover
Rhonda Coakley	Jerry Jones
Mark Fagin	Jeff Lancaster
Kevin Frazier	Christine Lau
Jaann Hoisington	Melissa Meyer

**Absences:** Mike Ewing, Jolene Guptill

**Council Liaison:** Councilor Cathy Stanton

**Project Team:** Holly Thompson & Erin Gordenier, City of Beaverton

**Guests:** Anne Marie Levis and Tracee Cantrell, Funk/Levis & Associates; Ramona Crocker, citizen

**Meeting called to order by Chair Mark Fagin at 7:05 PM.**

**1. Welcome**

Mark Fagin welcomed Funk/Levis representatives and other guests.

**2. Branding Discussion**

Funk/Levis & Associates has been engaged to develop a new brand for the City of Beaverton. Anne Marie Levis and Tracee Cantrell gave a presentation on branding and identity, and led an activity to get feedback from the VAC on perceptions about Beaverton. They may return to give an update at a future meeting. The final branding product is expected to be completed in mid-October.

**3. Picture Time**

New VAC photos were taken for use in the BCV action plan.

**4. Action Plan Report**

The draft Beaverton Community Vision Action Plan will be presented to the City Council on July 19. VAC members were given an opportunity to review the plan and give final suggestions. VAC members shared some comments and suggestions, expressed positive feedback about the report, and supported forwarding it to the City Council for review.

**5. Partner Recruitment**

Holly Thompson reported that we plan to recruit partners and return to Council with a list of partners for each action about six months after the plan is adopted. Several VAC members will be trained by Jason Robertson in how to do partner recruitment. VAC members were also asked to review a list of potential partners generated by the action teams and identify which partners they might be able to help contact.

**6. Upcoming Events**

The Beaverton Community Vision Action Plan will be presented to the City Council on July 19 for review, and will return August 16 for the Council to consider adoption. At the July 19 meeting, staff and VAC members will report on the survey results, discuss how actions were reduced from 164 to 117, and show the action plan draft.

Other upcoming events include the Picnics in the Park (July 13 & 20 and August 10) and the community open house on September 11 (not July 24, as previously discussed). VAC members signed up to participate at the picnics and the open house.

## **7. VAC & Staff Updates**

*Newsletter:* Holly distributed copies of the first Beaverton Community Vision quarterly newsletter. Jerry Jones suggested we have a regular partner spotlight in each issue. Jaann Hoisington said we should make sure all the partners and groups we have met with get copies of the newsletter.

*Civic Plan:* Holly gave an update on the City of Beaverton's Civic Plan. She suggested VAC members read the Economic Opportunity Analysis, prepared by Eric Hovee & Associates, online: <http://www.beavertonoregon.gov/departments/CDD/planning/CivicPlan/background.aspx>.

*Planning Coordination:* Holly shared that she will be leading a new City effort to coordinate and share information between various plans and initiatives at the city. VAC members received a one-page summary of the City's major planning initiatives. Jerry commented that many of the other efforts are tied to visioning. Kevin Hoover said that the Beaverton Community Vision had to be first because it sparked the city into action.

*VAC Updates:* Kevin Hoover reminded everyone that Ten Tiny Dances would be held on July 10. Kevin also shared that he is in a production of Twelfth Night with Bag & Baggage Productions at the Tom Hughes Civic Center in Hillsboro, which runs July 30-August 14. Rhonda Coakley encouraged VAC members to attend the Service to Beaverton award luncheon on July 27, from 11:15 AM – 1:30 PM at PCC Rock Creek.

Melissa Meyer volunteered to serve as recorder for the August VAC meeting.

## **8. Public Comment**

Ramona Crocker asked about the VAC's responsibilities and lifespan, and said that she didn't think it was clear that the VAC was established as a standing board, and also that she didn't think citizens understand the function of the VAC. She also expressed some concern over the outflow of taxes to pay for the many city initiatives, and said she'd hoped there would be a greater emphasis on traffic improvement in the BCV action plan. Melissa responded that the survey team saw many traffic-related votes when inputting surveys and that those were reflected in the plan, especially under "Improve Mobility".

Holly clarified the VAC's role by sharing the purpose statement from the original November 2008 bylaws establishing the Visioning Advisory Committee: "The purpose of the VAC shall be to promote the City's citizen-based visioning process. The VAC is responsible to promote continued citizen involvement in the visioning process; establish, review, and update a vision action plan to be presented to the City Council for review and approval; and provide regular updates on the visioning process to the City Council and the community at-large."

**Meeting adjourned at 9:10 PM.**

**Next Meeting:** ~~Wednesday, August 4, 2010, 7 PM~~ (August meeting cancelled). Wednesday, September 1, 2010. Beaverton City Hall, 3<sup>rd</sup> floor conference room.

*Minutes will be approved at next VAC meeting.*